

RECEIVED  
CENTRAL FAX CENTER

MAY 24 2006

**FROMMER LAWRENCE & HAUG LLP**

745 Fifth Avenue  
New York, New York 10151  
Telephone: (212) 588-0800  
Facsimile: (212) 588-0500  
E-mail: Firm@flhlaw.com

**FACSIMILE COVER LETTER**

**To:** Commissioner for Patents  
Examiner Chang, Shirley

**Firm:** U.S. Patent and Trademark Office  
Art Unit 2623

**Facsimile:** (571) 273-8300

**From:** Thomas F. Presson

**Date:** May 24, 2006

**Re:** FLH Ref.No.: 450100-03360  
Serial No: 09/916,002

**Number of Pages:** 9  
(including cover page)

---

If you do not receive all pages or are unable to read the transmission, please call (212) 588-0800.

---

**CONFIDENTIALITY NOTICE**

The documents accompanying this transmission contain confidential information intended for a specific individual and purpose. The information is private, and is legally protected by law. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or the taking of any action in reliance on the contents of this facsimile is strictly prohibited.

00340902

PATENT RECEIVED  
450100-03360 CENTRAL FAX CENTER

MAY 24 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Hidetoshi Ichioka  
 Serial No. : 09/916,002  
 Filed : July 26, 2001  
 For : CONTENT-EXHIBITION CONTROL APPARATUS AND METHOD  
 Examiner : Chang, Shirley  
 Art Unit : 2623

745 Fifth Avenue  
 New York, NY 10151  
 Tel: 212-588-0800

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

- ☒ No additional fee is required.  
☐ The fee has been calculated as shown below.  
☐ This is an application of a small entity under 37 CFR 1.9(f), and the amounts shown in parentheses apply.

Claims as Amended

(1)	(2) Claims remaining after amendment	(3)	(4) Highest number previously paid for	(5) Present extra	(6) Rate	(7) Additional Fee
Total claims	3	Minus	** = 30	* 0 x	\$50 (25)	= \$ 0
Independent claims	2	Minus	*** = 3	* 0 x	\$200 (100)	= \$ 0
Total additional fee for this amendment						\$ 0

- \* If the entry in Column 2 is less than the entry in Column 4, write "0" in Column 5.  
 \*\* If the highest number of total claims previously paid for is less than 20, write "20" in this space.  
 \*\*\* If the highest number of independent claims previously paid for is less than 3, write "3" in this space.

- ☐ This application contains a multiple dependent claim. The required fee of \$300 (150) has been previously paid ☐, or is paid herewith ☐.
- ☐ This response is being filed within the \_\_\_ month following the expiration of the term originally set therefor. This is a petition to request a \_\_\_ month extension of time. A check covering the cost of the petition is enclosed.
- ☐ A check in the amount of \$\_\_\_ is attached, which covers the cost of ☐ additional claims ☐ petition for extension of time.
- ☐ Charge \$\_\_\_ to Deposit Account No. 50-0320.
- ☒ Please charge any additional fees incurred by reason of this response or credit any overpayment to Deposit Account No. 50-0320.

CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence is being transmitted via facsimile to (571) 273-8300 on May 24, 2006.

Barnet Shindelman

(Name of person signing transmittal)



Signature

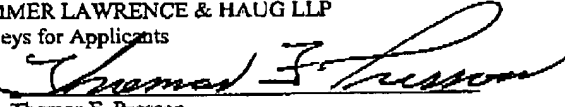
May 24, 2006

Date of Signature

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP  
 Attorneys for Applicants

By:

  
 Thomas F. Presson  
 Reg. No. 41,442

U.S. Patent Application No. 09/916,002  
Reply to Final Office Action dated April 13, 2006

PATENT  
450100-03360

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

RECEIVED  
CENTRAL FAX CENTER

MAY 24 2006

Applicant : Hidetoshi Ichioka  
Serial No. : 09/916,002  
For : CONTENT-EXHIBITION CONTROL APPARATUS  
AND METHOD  
Filed : July 26, 2001  
Examiner : Chang, Shirley  
Art Unit : 2623  
Confirmation No. : 1131

745 Fifth Avenue  
New York, New York 10151  
Tel. (212) 588-0800

**CERTIFICATE OF FACSIMILE**

I hereby certify that this correspondence is being transmitted via  
facsimile to (571) 273-8300 on May 24, 2006.

Barner Shindman  
(Name of person signing transmittal)



Signature

May 24, 2006

Date of Signature

**RESPONSE UNDER 37 C.F.R. §1.116**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action dated April 13, 2006, having a three-month  
statutory period for response set to expire on July 13, 2006, please amend the above-captioned  
application as follows.

U.S. Patent Application No. 09/916,002  
Reply to Final Office Action dated April 13, 2006

PATENT  
450100-03360

**Amendments to the Claims** are reflected in the listing of claims, which begins  
on page 3 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.